



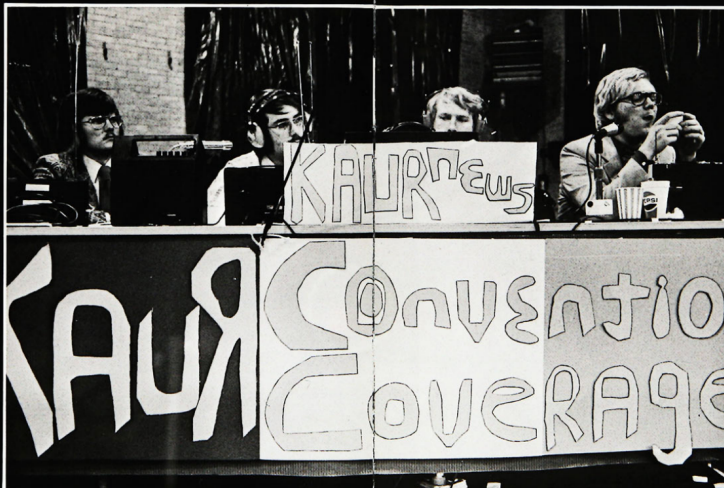
ROW 1: Bob Ellsworth, Barry Telf, Jay Worth, David Nelson. ROW 2: Kurt Oldenburg, Chuck Gustafson, Tim Coates, Scott Lundberg, Brian Björke, Marty Fisher. ROW 3: Steve Aslesen, Cindy Hagen, Kathy Severson, Garrie Oldenkamp, John Elliot, Bill Gengler. ROW 4: Ken Morken, Greg Olson, John Eickman, Mark Johnson, John Reckner.

KAUR Breaks Onto College Scene

"Offering an alternative in listening, this is KAUR, 89.1 FM Stereo, broadcasting from studios at Augustana College in Sioux Falls, South Dakota."

Approximately twelve to fifteen times in a broadcast day, listeners heard the above station identification. From its inception, the basic purpose of KAUR has been to bring alternative sound sources to the community that educate, enlighten, and/or entertain.

The alternatives have ranged from the most hours of classical music entertainment offered weekly by any Sioux Falls radio station, to the often controversial "The Open End," a current issue orientated program. Response to these and other programs has been favorable at times and disappointing when more favorable reactions were expected. For example, one of our "Open End" programs on prison reform had phenomenal telephone response and the panel participants were anxious to do a regular feature program. However, the next week, a program on feminine survival, a topic for women searching for equality in a male dominated society, received only two callers—one of them the program director's wife.



Again, on the plus side, one of our most successful entertainment programs has been "Cruisin' For Burgers." Many nights the phone rings constantly with requests on this "50s" style music show. "Jazz: The Intimate Art" we took pride in primarily due to Gene White's professional commentary and insight into the world of jazz. Overall our music programming was varied to satisfy and appeal to almost any taste.

Judging from the comments we received, KAUR's coverage of the ASA nominating convention was the year's highlight. We were excited to cover the event and pleased that listeners enjoyed our coverage.



Buzz Saw: Billy Benson adjust the hubs on his 50s Chevy.

K. Jeffrey Dahlberg, Gene White and Dave Evenson on "Jazz."

